

Convio for Higher Education

Convio offers a comprehensive online solution for constituent relationship management, including tools for outreach, engagement and cultivation. Our solutions help you to encourage and manage grassroots online activism and empower alumni, donors and supporters to participate more effectively in the political process.

Enable alumni to take part in your institution's lobbying efforts with a single click. Increase involvement with personalized emails directing supporters to dynamic Web sites that make it easy for them to take action. Facilitate quick, more personalized communications with decision makers using pre-populated contact information and automatically matching alumni and donors to their appropriate state and federal elected officials.

Convio provides you with the Internet tools you need to more effectively pursue your institution's legislative mission online.

The Convio Solution for Government Relations

Convio's solutions are easy-to-use, customizable, client-focused and reliable. You can purchase the full suite or only the products you need now, and add products and services as your needs grow.

Convio's sophisticated online marketing database, Constituent360™, is the foundation for your institution's advocacy programs. By combining online data with offline information, Constituent360 helps you build comprehensive profiles on alumni and advocates, enabling you to conduct more effective online programs. Contact profiles can be populated with offline data from industry-leading applications including SunGard's Advance™ and Banner™, Sage Millenium™, Datatel's Benefactor™ and Blackbaud's The Raiser's Edge™.

Convio Advocacy — Convio provides a complete online solution to help you better engage alumni and supporters and increase their involvement in the political process. Publish targeted action alert forms that can be completed by alumni and other community members for efficient delivery to legislators. Enable advocates to personalize their online communications to strengthen results. Use profiles of state and federal decision makers to help complement the customized content your institution provides about its advocacy campaigns. Other key features of Convio Advocacy include:

- **Fully customized action pages.** Control all content, shortcut URL addresses and action settings of your advocacy pages using Convio's user friendly workspace. Integrate advocacy Web pages with your Web site to provide a consistent experience for visitors.
- **Petitions.** Compile and submit electronic signatures from targeted constituent groups.
- **Legislative targeting.** Conduct more relevant communications by selecting individual elected officials at the state or federal levels, or even target specific committees and subcommittees. Pull reports on how many alumni, employees, students, community members, etc. responded from a particular legislative district.
- **Flexible message delivery options.** Messages to decision makers and targets can be delivered in any combination of email, Web form or fax (U.S. or international) with configurable automatic rollover to a secondary channel. You can also allow your advocates to choose their delivery method. Advocates also have the option to print and mail their action alerts in pre-formatted letters.



University of Minnesota Advocacy Web Site

Benefits

Increase effectiveness of community advocacy efforts by contacting decision makers with personal messages from their constituents.

Boost response rates by using pre-populated forms and easy-to-use, one-click action alerts.

Extend your reach by allowing supporters to participate via "take action" pages on your Web site or via email.

Influence decision makers using targeted messages for appropriate elected officials at the state or federal level. Extend your efforts beyond just public officials by creating custom target lists, such as focusing on university executives, members of the media, etc.

Involve active alumni and friends by tracking campaign results and planning future campaigns accordingly.

Empower activists by enabling them to quickly locate information about their state and federal representatives in one of the databases provided with Convio Advocacy.

Make it easy for activists to track their involvement by showing which action alerts they have taken part in and which ones they haven't yet acted on. Authenticate activists automatically using auto-login links so they can take action from any computer without having to remember username/password.

Keep activists engaged with results pages that let them know the outcome of key votes, and the impact this has on your organization's mission.

- **Log offline interactions.** Encourage activists via email or by Web page content to call, visit, or meet with their legislators on key issues, and then allow them to easily record details of their conversations online so that your organization can track offline advocacy activity.
- **Comprehensive analytics.** Improve response rates on future campaigns by using real-time summary and individual reports that monitor results and allow you to track your most engaged activists.
- **Constituency matching.** Focus your campaigns so that supporters' messages go directly to their own elected officials.
- **Configurable workflow.** Define exactly what you want activists to do based on decision makers' historical votes, or how you want activists to influence future policy. Motivate only specific constituents to take the specific actions you want, or simply inform constituents of how their legislators' votes align with your organization's goals.
- **Legislator scorecards.** Decide on which issues to rate legislators, and automatically compute numerical scores based on how their historical voting records align with your organization's views.
- **Vote and legislator information pages.** Describe legislative and policy issues that matter to your organization, articulate your desired outcome regarding specific bills, explore the potential policy impact, and motivate activists to contact the right decision makers using special Web pages. Provide detailed listings of legislator information including recommended action alerts.

Convio Email Marketing — Convio's online tools help you better connect with and engage alumni and advocates using personalized email communications. Non-technical staff can create professional-quality online communications, including newsletters and action alerts. Convio leads the industry in email deliverability, ensuring email messages reach your audience and avoid bulk or spam folders.

Convio Events — Convio enables you to effectively manage events with online tools that simplify the process of promoting legislative events, registering attendees, selling tickets, sending personalized communications and tracking participation.

Constituent360™ — Convio's sophisticated online marketing database stores detailed information on your alumni and supporters' online interactions with your institution, including communications preferences, subject matter interests and online behavior (pages visited, links clicked, advocacy actions, etc.). Use powerful reporting tools to learn more about your advocates on both an aggregate and individual level, and tailor your Web site, email campaigns and overall online strategy accordingly.

About Convio

Convio is the leading provider of software and services to help nonprofits and Institutions of Higher Education use the Internet strategically to build strong relationships with constituents, alumni, donors or other supporters for driving fundraising and other forms of enduring support. Convio's higher education clients include Barnard College, California Alumni Association, Concordia College, The Ohio State University, Michigan State University, Texas State University, The University of Chicago Graduate School of Business and The University of Texas at Austin.



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